# Unit 06: Product

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

## Standards

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|---|---|
| PFL.9.1.12.E.3 | Determine how objective, accurate, and current financial information affects the prioritization of financial decisions. |
| PFL.9.1.12.E.5 | Evaluate business practices and their impact on individuals, families, and societies. |
| TECH.8.1.12.B.CS2 | Create original works as a means of personal or group expression. |
| TECH.8.1.12.C.CS1 | Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media. |
| TECH.8.2.12.A.1 | Propose an innovation to meet future demands supported by an analysis of the potential full costs, benefits, trade-offs and risks, related to the use of the innovation. |
| TECH.8.2.12.B.CS1 | The cultural, social, economic and political effects of technology. |
| TECH.8.2.12.C.2 | Analyze a product and how it has changed or might change over time to meet human needs and wants. |
| TECH.8.2.12.C.CS1 | The attributes of design. |

## Enduring Understanding

A product is a good, a service or an idea received in an exchange.

It can be tangible or intagible and includes functional, social, and psychological utilities or benefits. A brand is a name, term, design, symbol or any other feature that identifies one marketer's product as distinct from those of other marketers.

## Essential Questions

How does an organization's product mix relate to its development of a product line?

How does branding  benefit consumers and marketers?

## Knowledge and Skills

explain the concept of a product

categorize products

Explain the concepts of product line and product mix and how they are related

Evaluate the product life cycle and describe its impact on marketing strategies

explain the major components of branding including brand types, branding strategies and brand protection

describe the major packaging functions and how packaging is used in marketing strategies

identify the functions of labeling and legal issues related to labeling.

## Transfer Goals

Be able to recognize that an asset may be part of an entire line of material.

Connecting the right strategy to solve a problem.

## Resources

Textbook

Marketing, 2016. Pride & Ferrell. Cengage Learning

Websites

https://www.w3schools.com/html/

https://learn.shayhowe.com/html-css/building-your-first-web-page/

https://www.getvero.com/resources/email-marketing-guide/

https://www.youtube.com/

Software

Notepad++

Adobe Creative Suite

Microsoft Excel